



# STATE OF IDAHO



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FOR IMMEDIATE RELEASE

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MARCH 15, 2011

## **Eat Lunch for What a Farmer Makes**

(Boise) - The Idaho State Department of Agriculture announced today that it will celebrate national Ag Week on the south steps of the Capitol on Friday March 18, 2011 from noon to 1 p.m.

Ag Week celebrates farmers and ranchers and showcases the efficiency and productivity of agriculture to the public. In preparation for the event, ISDA Director Celia Gould said. "Ag Day allows us to salute the hard-working men and women of Idaho who produce a secure, superior and independent food supply that feeds not only the state but also the world."

As a testament to the work and dedication of agriculture here in Idaho, ISDA will be offering lunches to the public at farm gate prices, or the price of food minus the costs of processing, marketing, and retailing. Lunches will be offered for a donation of 75 cents, which will allow visitors to "eat lunch for what a farmer makes." The estimation of the farm gate price of lunch was based on the figure that American farmers and ranchers take home approximately 19 cents of every \$1 spent on food

Highlighting farm gate prices takes nothing away from the invaluable contributions of agricultural processing, marketing and retailing. Showcasing farm gate prices is simply a way to increase consumer awareness of the process of getting food from the field to the table.

In addition to being productive and efficient, Idaho agriculture is incredibly diverse. Over 185 commodities are grown or produced in the state, including everything from our famous potatoes to greenhouse products and from dairy to wine. Friday's lunch is being supported by Idaho's agricultural industry partners and will include commodities produced in Idaho.

Representatives from ISDA, local FFA chapters, and leaders from agricultural industry groups will be offering lunches starting at noon on Friday.

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